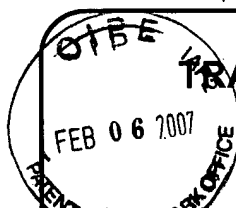



02-08-07


PTO/SB/21 (09-06)

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U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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 <b>TRANSMITTAL FORM</b> (to be used for all correspondence after initial filing)	Application Number	09/823,705
	Filing Date	March 30, 2001
	First Named Inventor	David M. Berezowski et al.
	Art Unit	2623
	Examiner Name	Annan Q. Shang
Total Number of Pages in This Submission	Attorney Docket Number	UV-193

ENCLOSURES (Check all that apply)		
<input type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input type="checkbox"/> Amendment/Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input checked="" type="checkbox"/> Supplemental Information Disclosure Statement  <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Reply to Missing Parts/Incomplete Application <input type="checkbox"/> Reply to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____ <input type="checkbox"/> Landscape Table on CD	<input type="checkbox"/> After Allowance Communication to TC <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input type="checkbox"/> Other Enclosure(s) (please identify below): Copies of forty-seven (47) cited references.
Remarks The Director is hereby authorized to charge payment of any additional filing fees required under 37 C.F.R. § 1.16, in connection with the paper(s) transmitted herewith, or credit any overpayment of same, to Deposit Account No. 06-1075, Order No. 003597.0193. A duplicate copy of this Transmittal Form is transmitted herewith.		
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Firm Name	FISH & NEAVE IP GROUP / ROPES & GRAY LLP	
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Printed name	Michael J. Chasan	
Date	February 6, 2007	Reg. No. 54,026

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UV-193

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

## PATENT APPLICATION

Applicants : David M. Berezowski et al.  
 Application No. : 09/823,705 Confirmation No.: 7437  
 Filed : March 30, 2001  
 For : SYSTEMS AND METHODS FOR IMPROVED  
 AUDIENCE MEASURING  
 Examiner : Annan Q. Shang  
 Art Unit : 2623

New York, New York 10020  
 February 6, 2007

Mail Stop AMENDMENT  
 Commissioner for Patents  
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 Alexandria, VA 22313-1450

SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

Pursuant to 37 C.F.R. §§ 1.56 and 1.97,  
 applicants hereby make of record the documents listed on  
 the accompanying Form PTO/SB/08. A copy of the listed  
 documents are enclosed.

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4,331,974	05/25/1982	Cogswell et al.
4,536,791	08/20/1985	Campbell et al.
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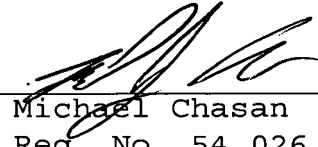
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The aforementioned documents are listed on the accompanying Form PTO/SB/08 (submitted in duplicate). It is respectfully requested that the documents be (1) fully considered by the Patent and Trademark Office during examination of this application; and (2) printed on any patent which may issue on this application. Applicants request that a copy of Form PTO/SB/08, as considered and initialed by the Examiner, be returned with the next communication.

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Deposit Account No. 06-1075, Order No. 003597.0193. A duplicate copy of this letter is transmitted herewith.

Respectfully submitted,



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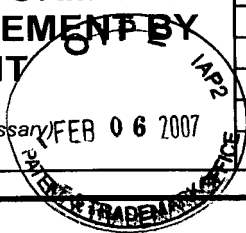
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**SUPPLEMENTAL INFORMATION  
DISCLOSURE STATEMENT BY  
APPLICANT**

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Sheet 1 of 9

Applicant Number	09/823,705
Filing Date	March 30, 2001
First Named Inventor	David M. Berezowski
Art Unit	2623
Examiner Name	Annan Q. Shang
Attorney Docket Number	UV/193
Confirmation Number	7437

**U. S. PATENT DOCUMENTS**

Examiner Initials*	Cite No. <sup>1</sup>	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code <sup>2</sup> (if known)			
		4,331,974	05/25/1982	Cogswell et al.	
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		5,515,098	05/07/1996	Carles	

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Sheet 2 of 9

Applicant Number	09/823,705
Filing Date	March 30, 2001
First Named Inventor	David M. Berezowski
Art Unit	2623
Examiner Name	Annan Q. Shang
Attorney Docket Number	UV/193
Confirmation Number	7437

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Examiner  
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Date  
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DISCLOSURE STATEMENT BY  
APPLICANT***(Use as many sheets as necessary)*

Sheet 4 of 9

<b>Applicant Number</b>	09/823,705
<b>Filing Date</b>	March 30, 2001
<b>First Named Inventor</b>	David M. Berezowski
<b>Art Unit</b>	2623
<b>Examiner Name</b>	Annan Q. Shang
<b>Attorney Docket Number</b>	UV/193
<b>Confirmation Number</b>	7437

**U. S. PATENT DOCUMENTS**

Examiner Initials*	Cite No. <sup>1</sup>	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
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Sheet 5 of 9

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<b>First Named Inventor</b>	David M. Berezowski
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## FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document Country Code <sup>3</sup> Number <sup>4</sup> Kind Code <sup>5</sup> (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T <sup>6</sup>
		EP 0 424 648 A2	05/02/1991	General Instrument Corporation		
		EP 0 424 648 A3	05/02/1991	General Instrument Corporation		
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		EP 0 784 405 A2	07/16/1997	Sony Corporation		
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		WO 95/07003	03/09/1995	Yuen		
		WO 95/32585	11/30/1995	TV Guide On Screen		
		WO 96/08109	03/14/1996	Carles		
		WO 96/08113	03/14/1996	Bylon Company Ltd.		
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		WO 97/17774	05/15/1997	Seiko Communications Systems, Inc.		
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		WO 97/41673	11/06/1997	Freedom Of Information, Inc.		
		WO 97/42763	11/13/1997	Starsight Telecast, Inc.		
		WO 97/48230	12/18/1997	Starsight Telecast, Inc.		
		WO 97/49237	12/24/1997	Starsight Telecast, Inc.		
		WO 97/49242	12/24/1997	Starsight Telecast, Inc.		
		WO 98/06219	02/12/1998	Starsight Telecast, Inc.		
		WO 98/17064	04/23/1998	Gemstar Development Corporation		

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